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SCHAEFFLER AUTOMOTIVE AFTERMARKET GMBH & CO. KG, LANGEN

Effective protection against product and brand piracy

Schaeffler Automotive Aftermarket equips Product Packaging with forgery-proof Labels

Schaeffler Automotive Aftermarket has introduced new security labels to a wide range of its product packaging for the LuK, INA, FAG and Ruville brands. Thanks to several safety features on the article label, including a data-matrix code, the company's distribution partners and garages can check reliably whether they hold an original package from the Aftermarket experts or a counterfeit. This new security solution is already being used for selected product groups and repair solutions, but all Schaeffler Automotive Aftermarket product packages will be getting this technology in a step-by-step process.

These new security measures are part of the Manufacturers against Product Piracy (MAPP) initiative, which Schaeffler Automotive Aftermarket and other well-known members of the European Association of Automotive Suppliers (CLEPA) have joined. Goal of this initiative is to make market players more aware of the problem of product and brand piracy, and to provide them with information about how original spare parts can be clearly identified. The data-matrix code on the packaging used by Schaeffler Automotive Aftermarket is based on a coding proposal created by CLEPA.

Clear identification is ensured by a multi-level security system consisting of a data-matrix code and an optical security feature. A special encryption prevents counterfeiters from creating valid codes of their own. The information on the label is automatically identified by simply scanning it – using a smartphone, for instance. The data is checked and the results are back in just few seconds.

Additional protection against forgery is provided by an optical security marking on the article label. Similar to the print on banknotes, these have visible and concealed security features on them – but in a resolution that's five times higher. The combination of these security features, along with a clear link to the data stored in the data-matrix code, give reliable information about the genuineness.

“We want to set an example in order to alleviate uncertainty in the market caused by product and market piracy, and to stop attempts to circulate dubious products before they even get started,” says Michael Söding, President, Schaeffler Automotive Aftermarket, “That's why we are giving product packaging that contains proven Schaeffler quality this new security label. We are also conducting additional measures, and making commitments in initiatives and as members of associations, to provide the highest possible levels of security when purchasing and installing our products.”

Schaeffler Automotive Aftermarket products with packaging that already uses the new, forgery-proof security labeling include the LuK dual-mass flywheel (DMF), the LuK RepSet® DMF and all LuK and FAG commercial-vehicle products. And nearly the entire Ruville brand portfolio of engine and chassis components is being delivered with these new packaging labels as well. More product groups will follow in a step-by-step launch process.

• Press picture

Thanks to new security labels introduced to wide range of Schaeffler Automotive Aftermarket article packages, distribution partners and garages can conduct product identification quickly and dependably – by using a smartphone, for instance.



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Schaeffler Automotive Aftermarket has been responsible for the Group's global automotive replacement parts business for the LuK, INA and FAG brands for over 35 years from its headquarters in Langen, Germany. With a global network of ca. 11,500 distribution partners and more than 30 sales and representative offices, the company is known for its close proximity to customers and for delivering superior service.

Schaeffler with its product brands INA, LuK and FAG is a leading global provider of rolling bearing and plain bearing solutions and of linear and direct drive technology, as well as a renowned supplier to the automotive industry of high-precision products and systems for engines, transmissions and chassis. The group of companies with operations around the world generated revenue of approximately 11.2 billion Euros in 2013. With more than 80,000 employees worldwide, Schaeffler is one of the largest German and European technology companies in family ownership. With approximately 170 locations in 49 countries, Schaeffler has a worldwide network of manufacturing locations, research and development facilities, sales companies, engineering offices, and training centers.

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